



**NATIONAL 4-H  
COUNCIL**

## **NATIONAL 4-H COUNCIL POSITION DESCRIPTION**

<b>Position Title</b>	Manager, PR & Celebrity Relations
<b>Business Unit</b>	Marketing & Brand
<b>Home Department</b>	Marketing & Brand
<b>Location</b>	Chevy Chase, MD /Other
<b>FLSA Status</b>	Exempt
<b>Telecommuter Status</b>	Position not Eligible for Telecommuting

### **Mission**

For more than 100 years, 4-H has stood behind the idea that youth is the single strongest catalyst for change. What began to give rural youth new agricultural skills, today has grown into a global organization that teaches kids life skills. 4-H is dedicated to helping youth step up to the challenges in a complex and changing world. 4-H is helping cultivate the next generation of leaders and tackling challenges such as the shortage of skilled professionals, maintaining our global competitiveness, encouraging civic involvement, and becoming a healthier society.

### **Position Summary**

4-H is currently seeking a Public Relations (PR) and Celebrity Relations Manager to manage, develop and implement projects focused on raising brand awareness and engagement through celebrity alumni and supporters. This includes managing talent for national efforts and select local activation; as well as leveraging talent and their assets to advance the 4-H brand and revenue streams. The ideal candidate must be a self-starter, with great communications and relationship management skills. The Celebrity PR Manager will report to the Sr. Director, PR and Celebrity Relations. This is a full-time position based in Chevy Chase, MD, not eligible for telecommuting.

### **Responsibilities**

#### Celebrity/Influencer Relations' Responsibilities:

- Work in tandem with Sr. Director, PR and Celebrity Relations to manage, develop, and execute high-profile relations with celebrity alumni and supporters.
- Serve as primary point of contact (POC) with the celebrity engagement agency.
- Develop timeline for prospective influencer activation and manage internal coordination with Relationship Managers.
- Execute a celebrity and influencer strategy to expand 4-H's efforts in developing relations with celebrities and entertainment entities.
- Build and manage a comprehensive database of celebrity and influencer networks.
- Secure and manage talent agreements on behalf of 4-H with celebrities and their representatives, including terms of activation, negotiate fees/costs, and generate agreements with talents and associated representatives for engagement opportunities.
- Partner with Marketing and Resource Development to leverage and support celebrity opportunities with corporate partners, appropriately.
- Develop relationships with key press/notables, and publicists/managers to facilitate celebrity participations in special events.



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- Coordinate and manage onsite logistical operations for talents at key events, including serving as POC for talent and celebrity communications.
- Provide celebrity and entertainment expertise and insights to drive overall brand, alumni strategy, and campaign execution.
- Develop best practices/guidelines to assist local 4-H in cultivating and managing local celebrity relations.
- Work to establish partnerships with entertainment properties especially in country music (e.g. talent agencies, movie studios, record labels) to garner support for the 4-H brand.
- Partner with Council Business Units (Resource Development, 4-H Mall, 4-H Center) to identify and maximize fundraising opportunities in alignment with celebrity relations.
- Generate updates, reports, summaries and PowerPoint presentations for Influencer Team.
- Assist with other projects as required by Sr Director, PR and Celebrity Relations.

### Brand PR and Media Relations Responsibilities:

- Develop and nurture relationships with key audiences (media, celebrities, third-party constituencies, among others.) to convey the 4-H brand message.
- Collaborate with PR agency partners to generate national 4-H media coverage, leveraging celebrity name and influence.
- Engage in proactive media outreach and pitching that yield high quality media placements.
- Draft, edit and disseminate communications materials such as press releases, media/photo advisories, op-ed articles, and other materials as required.
- Coordinate specific public relations tasks and/or events with other departments and manage the implementation of these projects as necessary.
- Manage media opportunities with celebrities and influencers, including arranging and covering radio, print, online and television interviews/appearances – some of which may occur in early morning, evening or weekends.
- Manage proactive outreach to position key National 4-H Council executives and spokespeople through earned media interviews and thought leadership opportunities.
- Identify and pursue industry awards and recognition opportunities that support the positioning of the 4-H brand work.

### Project Management and Collaboration Responsibilities:

- Manage all talent budgets.
- Oversee and manage projects from start to completion.
- Design and maintain cloud-based filing system for Team strategies, project trackers and supporting documents to be easily located and accessed.
- Schedule meetings, create agendas, take meeting notes and develop actionable next steps to keep projects moving.
- Communicate regularly with leadership and agency partners to keep up-to-date on celebrity relations developments as well as identify stories and optimal times for earned media.
- Liaise and collaborate with colleagues (i.e. Digital, Creative, Field Marketing, among others) to maximize relevant communications opportunities.



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### Administrative/Other

- Participate and contribute updates during departmental meetings and work cross-functionally with other members of the team.
- Create/maintain media lists.
- Consistently provide updates to supervisor.
- Research, participate, and share with the rest of the team professional development/learning opportunities as appropriate.

### **Qualifications**

- Bachelor's degree or higher in PR, Marketing or a related field with at least 5-8 years of professional experience, including at least three years of relevant public relations experience.
- At least three years of demonstrated experience with managing influencer strategies, initiatives and activations.
- At least three years of demonstrated experience in managing relationships with celebrities, publicists, agents, managers, and social influencers.
- At least three years of demonstrated media relations skills and experience designing messages, pitches and campaigns to secure media coverage.
- Experience executing PR campaigns with strategies and tactics that are connected to tangible metrics and outcomes.
- Excellent communications, interpersonal skills with a proven ability to communicate effectively both oral and written.
- Excellent organizational, planning and time management skills. Ability to handle multiple projects simultaneously and is comfortable and successful in a fast-paced environment
- Creative problem solver, detailed orientated and a self-starter.
- Ability to work effectively with all company levels from senior management, to external partners and support staff.
- Exceptional writing skills with experience writing and editing content for media publication, and for public speeches.

### **ADA Requirements**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Travel Requirements:** Travel may be necessary, up to 20% of the time (local, regional, national). Would require travel by air, car, rail.

**Disclaimer:** This job description indicates in general the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of an incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of an incumbent. An incumbent may be asked to perform other duties as required.

### **Revision Date**



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4/24/17